

### **EXAMINER'S AMENDMENT**

An examiner's amendment to the record appears below. Should the changes and/or additions be unacceptable to applicant, an amendment may be filed as provided by 37 CFR 1.312. To ensure consideration of such an amendment, it MUST be submitted no later than the payment of the issue fee.

#### ***Authorization***

Authorization for this examiner's amendment was given in a telephone interview with Mr. Robert Lord #46,479 on 18 July 2009.

#### ***Claims Allowed***

Claimed 1-8, 10-15, 17 and 20-23 entered 27 April 2009 are allowed. Claims 9, 16, 18 and 19 are canceled.

#### ***In the Claims***

Delete the following claims in their entirety and insert therefore:

- -1. An apparatus that provides quantitative and qualitative recommended oilfield products or services to a user as a result of a request having user requirements inputted by a user, said apparatus comprising:

a computer processor;

a server engine executing on the computer processor, said server engine constructed and arranged to accept the request having one or more user

requirements from the user and send a response having a plurality of recommended oilfield products or services responsive to the one or more user requirements thereto;

a storage device configured to store:

    a pricing database, said pricing database constructed and arranged to store pricing information and to retrieve pricing information;

    an advisor database, said advisor database constructed and arranged to store advisor information and to retrieve advisor information;

    a catalog database, said catalog database constructed and arranged to store product information and to retrieve product information; and

    a correlation engine database operatively connected to a correlation engine, said correlation engine database constructed and arranged to store a result of said correlation engine and requests from said user;

    a content relationship manager executing on the computer processor, said content relationship manager constructed and arranged to store and to retrieve client relationship data;

the correlation engine executing on the computer processor and configured to:

    retrieve pricing information regarding the plurality of oilfield products or services from said pricing database through a pricing function module, the oilfield product or service comprising a plurality of parameters;

retrieve advisory information regarding the oilfield products or services from said advisor database through an advisor function module;

retrieve catalog information regarding the oilfield products or services from said catalog database through a catalog module;

generate, using the computer processor, a plurality of weighting factors associated with the plurality of parameters;

calculate, using the computer processor, a recommendation value for the plurality of oilfield products or services based on a function of the plurality of weighting factors, the recommendation value reflecting an extent the oilfield product or service satisfies the one or more user requirements; and

generate, using the computer processor, a ranked list comprising the plurality of oilfield products or services, a position of the oilfield product or service in the ranked list is determined based on the recommendation value, to form said response;

said pricing function module operatively connected to said pricing database and said correlation engine;

said advisor function module operatively connected to said advisor database and said correlation engine; and

said catalog module operatively connected to said catalog database and said correlation engine.- -

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- -2. An apparatus that provides quantitative and qualitative recommended oilfield products or services to a user as a result of a request having user requirements inputted by a user, said apparatus comprising:

a computer processor;

a server engine executing on the computer processor, said server engine constructed and arranged to accept the request having one or more user requirements from the user and send a response having a plurality of recommended oilfield products or services responsive to the one or more user requirements thereto;

a storage device configured to store:

a pricing database, said pricing database constructed and arranged to store pricing information and to retrieve pricing information;

an advisor database, said advisor database constructed and arranged to store advisor information and to retrieve advisor information;

a catalog database, said catalog database constructed and arranged to store product information and to retrieve product information; and

a correlation engine database operatively connected to a correlation engine, said correlation engine database constructed and arranged to store a result of said correlation engine and requests from said user;

a content relationship manager executing on the computer processor, said content relationship manager constructed and arranged to store and to retrieve client relationship data;

the correlation engine executing on the computer processor and configured to:

- retrieve pricing information regarding an oilfield product or service from said pricing database through a pricing function module, the oilfield product or service comprising a plurality of parameters;
- retrieve advisory information regarding the oilfield product or service from said advisor database through an advisor function module;
- retrieve catalog information regarding the oilfield product or service from said catalog database through a catalog module;
- generate, using the computer processor, a plurality of weighting factors associated with the plurality of parameters;
- calculate, using the computer processor, a recommendation value for the oilfield product or service based on a function of the plurality of weighting factors, the recommendation value reflecting an extent the oilfield product or service satisfies the one or more user requirements; and
- generate, using the computer processor, a ranked list comprising the plurality of oilfield product or service, a position of the oilfield product or service in the ranked list is determined based on the recommendation value, to form said response;

said pricing function module operatively connected to said pricing database and  
    said correlation engine;

    said advisor function module operatively connected to said advisor database and  
    said correlation engine; and

    said catalog module operatively connected to said catalog database and said  
    correlation engine.- -

- -13. A method of providing to a user a ranking of oilfield elements from an online catalog according to a user-specified criteria comprising:

    receiving at a server engine, which is executing on a processor of a computer system, a request from the user regarding a plurality of oilfield elements in the online catalog, the request including one or more user requirements;

    retrieving information about each of the oilfield elements, wherein each of the oilfield elements comprises a plurality of parameters;

    determining if each oilfield element is simple;

    if an oilfield element is not simple, then obtaining advisory input about the not-simple oilfield element from an advisory module;

    determining if the pricing of each oilfield element is simple;

    if the pricing of an oilfield element is not simple, then obtaining pricing input about the not-simple pricing from a pricing module;

    generating by a correlation engine of the computer system, a plurality of weighting factors associated with the plurality of parameters and calculating a recommendation value for each oilfield element based on a

function of the plurality of weighting factors, wherein the recommendation value reflects an extent the oilfield element satisfies the user requirements; and

presenting by the computer system, the user with a list of elements comprising the plurality of oilfield elements, wherein the list is ranked using the recommendation values of the two or more oilfield elements.. -

- -14. A method of providing, to a user, a ranking of oilfield elements from an online catalog according to a criteria specified by the user comprising:

receiving at a server engine a request from the user regarding a plurality of oilfield elements in the online catalog, the request including one or more user requirements;

retrieving information about each of the elements, wherein each of the oilfield elements comprises a plurality of parameters;

determining if each oilfield element is simple;

if an oilfield element is not simple:

obtaining advisory input about the not-simple oilfield element from an advisory module;

determining if the pricing of each oilfield element is simple;

if the pricing of an oilfield element is not simple:

obtaining pricing input about the not-simple pricing from a pricing module;

prompting the user to input additional preference information based upon the advisory input and the pricing input;

generating a plurality of weighting factors associated with the plurality of parameters and calculating a recommendation value for each oilfield element based on a function of the plurality of weighting factors, wherein the recommendation value reflects an extent the oilfield element satisfies the user requirements; and

using the computer system, presenting the user with a list of elements comprising the plurality of oilfield elements, wherein the list is ranked using the recommendation values of the two or more oilfield elements.- -

- -15. An apparatus that provides quantitative and qualitative recommended oilfield products or services to a user as the result of a request having user requirements inputted by the user, said apparatus comprising:

a computer processor;

a server engine executing on the computer processor, said server engine constructed and arranged to accept the request having one or more user requirements from the user and send a response having a plurality of recommended oilfield products or services responsive to the user requirements thereto;

a storage device configured to store:

a pricing database, said pricing database constructed and arranged to store pricing information and to retrieve pricing information;

an advisor database, said advisor database constructed and arranged to store advisor information and to retrieve advisor information;

a catalog database, said catalog database constructed and arranged to store product information and to retrieve product information; and

a correlation engine database operatively connected to a correlation engine, said correlation engine database constructed and arranged to store a result of said correlation engine and requests from the user;

a content relationship manager executing on the computer processor, said content relationship manager constructed and arranged to store and to retrieve client relationship data;

the correlation engine executing on the computer processor and configured to:

retrieve pricing information regarding the plurality of oilfield products or services from said pricing database through a pricing function module, the oilfield product or service comprising a plurality of parameters;

retrieve advisory information regarding the oilfield product or service from said advisor database through an advisor function module;

retrieve catalog information regarding the oilfield product or service from said catalog database through a catalog module;

generate, using the computer processor, a plurality of weighting factors associated with the plurality of parameters;

calculate, using the computer processor, a recommendation value for the oilfield product or service based on a function of the plurality of weighting factors, the recommendation value reflecting an extent the oilfield product or service satisfies the one or more user requirements; and

generate, using the computer processor, a ranked list comprising the plurality of oilfield products or services, a position of the oilfield product or service in the ranked list is determined based on the recommendation value, to form said response;

said pricing function module operatively connected to said pricing database and said correlation engine;

said advisor function module operatively connected to said advisor database and said correlation engine; and

said catalog module operatively connected to said catalog database and said correlation engine.- -

- -21. The computer system of claim 2 wherein the plurality of parameters comprises at least one selected from a group consisting of a borehole size, a borehole depth, and a borehole pressure.- -

### ***Reasons for Allowance***

The following is an examiner's statement of reasons for allowance:

The field of invention pertains to a system and methods of providing product recommendations for heavy equipment and specifically pertains to generating recommendation values for a plurality of oil field products or services.

Regarding claim 14. A user submits oil field requirements from an online catalog. The system assesses each oil field element regarding characteristics and pricing, and based on user preference information generates a plurality of weighting factors associated with a plurality of parameters and calculates a recommendation value for each oil filed element and further ranks the recommendation values for the user. Neither the previously cited prior art nor closest prior art noted below alone or in combination with other prior art teach and suggest the combinations of methods as claimed.

Regarding claims 1, 2, 13 and 15. Reasons for allowance are based on similar rationale as noted above.

#### Closest US Patent/US Patent Publication Prior Art

Henrion (Paper #20080315, US 2002/0077931) was antedated by declarations entered under 37 CFR 1.131 on 06 October 2009, leaving Henson (Paper #20080315, US 6,167,383) as the remaining prior art of the combination. Neither the previously cited prior art nor closest prior art Henson alone or in combination with other prior art teach and suggest the combinations of methods as claimed. Forward and backward citations of Henson failed to produce closer prior art.

Specifically, Henson fails to disclose alone or in combination with other prior art the combinations of:

receiving at a server engine a request from the user regarding a plurality of oilfield elements in the online catalog, the request including one or more user requirements;

retrieving information about each of the elements, wherein each of the oilfield elements comprises a plurality of parameters;

determining if each oilfield element is simple;

if an oilfield element is not simple:

obtaining advisory input about the not-simple oilfield element from an advisory module;

determining if the pricing of each oilfield element is simple;

if the pricing of an oilfield element is not simple:

obtaining pricing input about the not-simple pricing from a pricing module;

prompting the user to input additional preference information based upon the advisory input and the pricing input;

generating a plurality of weighting factors associated with the plurality of parameters and calculating a recommendation value for each oilfield element based on a function of the plurality of weighting factors, wherein the recommendation value reflects an extent the oilfield element satisfies the user requirements; and

using the computer system, presenting the user with a list of elements comprising the plurality of oilfield elements, wherein the list is ranked using the recommendation values of the two or more oilfield elements.

Closest Non-Patent Literature Prior Art

Cellmania (Item U) provides personalized recommendations for product and services based on the BroadVision “One-to-One” platform. Neither the previously cited prior art nor closest prior art Cellmania alone or in combination with other prior art teach and suggest the combinations of methods as claimed. Cellmania fails to disclose or teach and suggest in combination with other prior art to combinations of:

receiving at a server engine a request from the user regarding a plurality of oilfield elements in the online catalog, the request including one or more user requirements;

retrieving information about each of the elements, wherein each of the oilfield elements comprises a plurality of parameters;

determining if each oilfield element is simple;

if an oilfield element is not simple:

obtaining advisory input about the not-simple oilfield element from an advisory module;

determining if the pricing of each oilfield element is simple;

if the pricing of an oilfield element is not simple:

obtaining pricing input about the not-simple pricing from a pricing module;

prompting the user to input additional preference information based upon the advisory input and the pricing input;

generating a plurality of weighting factors associated with the plurality of parameters and calculating a recommendation value for each oilfield element based on a function of the plurality of weighting factors, wherein the recommendation value reflects an extent the oilfield element satisfies the user requirements; and

using the computer system, presenting the user with a list of elements comprising the plurality of oilfield elements, wherein the list is ranked using the recommendation values of the two or more oilfield elements.

***Conclusion***

Any comments considered necessary by applicant must be submitted no later than the payment of the issue fee and, to avoid processing delays, should preferably accompany the issue fee. Such submissions should be clearly labeled "Comments on Statement of Reasons for Allowance."

Any inquiry concerning this communication or earlier communications from the examiner should be directed to Robert M. Pond whose telephone number is 571-272-6760. The examiner can normally be reached on 8:30AM-5:30PM.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Mr. Jeff Smith can be reached on 571-272-6763. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free). If you would like assistance from a

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USPTO Customer Service Representative or access to the automated information system, call 800-786-9199 (IN USA OR CANADA) or 571-272-1000.

/Robert M. Pond/  
Primary Examiner, Art Unit 3625  
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